



STONE ISLAND UNVEILS ITS 'COMPASS INSIDE' MANIFESTO AND NEW COMMUNITY-LED ADVERTISING CAMPAIGN

January 12, 2024, Milan - Stone Island opens its next chapter by unveiling a manifesto, 'The Compass Inside', along with a new advertising campaign led by members of its community wearing emblematic items from its Spring Summer '024 collection.

'The Compass Inside' is a declaration of values and beliefs that are innate to Stone Island, which was founded in 1982 with a mission to put material research and innovation at the center of its product development and collections. 'The Compass Inside' speaks to every member of the ever-growing Stone Island global community with a shared purpose that gives Stone Island its unique strength.

Coinciding with the publication of the manifesto is the launch of Stone Island's new campaign, conceived as a form of research, for the first time featuring 16 members of the global Stone Island community, including actor Jason Statham, producer and musician Dave, choreographer Wayne McGregor, tennis player Henry Searle, rapper Tricky and architect Heidluf Gerngross. Each is photographed by David Sims against Stone Island's iconic white background, with creative direction by Ferdinando Verderi and styling by Max Pearmain. The campaign narrative is further enriched by ten questions specially set for each participant by curator and cultural critic Hans Ulrich Obrist, artistic director of London's Serpentine Gallery, with the answers appearing alongside the portraits.

Robert Triefus, CEO of Stone Island commented: "Our vision for Stone Island is expressed in 'The Compass Inside', establishing our core values in a tangible way. Relentless innovation, self-reliance, solidarity and material obsession are the cardinal directions of our compass. We design for the real world, and so our new creative narrative features notable figures from the global Stone Island family."

The Stone Island community will gather together in Milan on January 12, 2024, the first day of men's fashion week, to celebrate the new manifesto and campaign and to witness a monumental presentation featuring pieces from Stone Island's Autumn Winter '024 '025 collection.

[@Stonelsland](#)

ABOUT THE BRAND

Stone Island is a global leader of product design and garment innovation. Founded in Italy in 1982, it has consistently pushed fabric technology and experimentation, particularly focusing on functionality and utilitarianism. Design is driven by purpose, resulting in an immediately recognisable signature of cut, form, materiality and colour. For over four decades, Stone Island has built an ever-growing worldwide community which both celebrates the brand's heritage and is activated by new product developments.

Note to Editors:

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STONE ISLAND MANIFESTO - THE COMPASS INSIDE

We do not need permission -
permission is there for those looking for it.
We do not follow conventions -
conventions are there for the conventional.
We do not seek inspiration from others -
inspiration comes from within.
We follow the compass inside.

Whatever the endeavor,
Whatever the enterprise,
Whatever the journey.
Each step we make is ours to take.
Each experience is ours to know.
We follow the compass inside.

If we praise anything,
we praise independence of thought, of action, of spirit.
Dependent only on our own capacities.
We follow the compass inside.
That capacity for the practical is capability.
Aptitude with attitude.
Imagination is energy.
We follow the compass inside.

We are a collective.
Representing every walk of life.
From every corner of the world.
This is The Famiglia.
You will know us by our badge.
We are Stone Island,
And this is our mission
Apparel without parallel.
Outfitters for inner worlds.
For those who follow their own path.

Life is a journey, not a destination.